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Message Text

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PAGE 01 BANGKO 09719 060414Z
ACTION EA-09

INFO OCT-01 ISO-00 EB-07 /017 W
----------070052Z 036349 /63
R 060225Z MAY 77
FM AMEMBASSY BANGKOK
TO USDOC WASHDC
INFO SECSTATE WASHDC 1810

UNCLAS BANGKOK 9719

E.O. 11652: N/A
TAGS: BEXP, TH
SUBJECT: ADS REQUEST FOR KOLOR VIEW PRESS, LOS ANGELES, CA.

REF: USDOC CD-144, FEBRUARY 8, 1977

THE FOLLOWING FIRMS HAVE BEEN CONTACTED AND HAVE EXPRESSED AN INTEREST TO ACT BOTH AS AGENT AND DISTRIBUTOR FOR KOLOR VIEW PRESS:

1. CENTRAL DEPARTMENT STORE LTD.
306 SILOM ROAD
P.O. BOX 471
BANGKOK, THAILAND
CONTACT: MRS. RATANA NORABHANLOBH, MANAGER, BOOKS DEPARTMENT
PHONE: 2336930
CABLE: CETRAC BANGKOK
TELEX: CETRAC TH 2768
COMMENT: MRS. RATANA HAS EXPRESSED AN INTEREST TO BE THE LOCAL AGENT AND DISTRIBUTOR FOR KOLOR VIEW PRESS. HOWEVER,. SHE COMMENTED THAT MARKET COMPETITION FOR THIS PRODUCT IS VERY KEEN, SO THAT PRICES AND STYLES WILL BE THE MAJOR FACTORS FOR MARKET PROMOTION. CENTRAL DEPARTMENT STORE IS THE LARGEST DEPARTMENT STORE IN THAILAND. ITS 1976 SALES WERE ABOUT $15.8 MILLION.

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2. PRAEPITTAYA INTERNATIONAL PRESS
194/17-18 PETCHBURI ROAD
BANGKOK, THAILAND
CONTACT: MR. PORNCHAI PRAEPANICH, MANAGER
PHONE: 2821176
CABLE: N/A
TELEX: N/A

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COMMENT: MR. PORNCHAI HAS EXPRESSED AN INTEREST IN KOLOR VIEW PRESS' PRODUCTS AND WISHES TO DISCUSS THE DETAILS WITH THE U.S. SUPPLIER. PRAEPITTAYA INTERNATIONAL PRESS IS AN AFFILIATE FIRM OF THE PRAEPITTAYA LIMITED PARTNERSHIP, ONE OF THE LEADING IMPORTERS AND DISTRIBUTORS OF BOOKS, STATIONERY, BINDING MATERIALS AND OFFICE EQUIPMENT. FIRM OPERATES AS PRINTER AND TEXTBOOK PUBLISHER. IT ALSO ACTS AS WHOLESALER OF BOOKS AND PRINTING MATERIALS.

3. ASIA BOOKS CO., LTD.
6/1 SOI CHIDLOM, PLOENCHIT ROAD
P.O. BOX 2776
BANGKOK, THAILAND
CONTACT: MR. VINAI SUTHAROJ, MANAGING DIRECTOR
PHONE: 2520064
CABLE: ASIABOOKS
TELEX: TH 2189 (ASIABOOK)
COMMENT: MR. VINAI STATED THAT THE MARKET FOR DEPICTING LOCAL SCENES SEEMS TO BE LIMITED, BUT THE PLASTIC PLACEMATS AND OTHER PAPER PRODUCTS SUCH AS GREETING CARDS HAVE GOOD FUTURE PROSPECTS. PRICES ON THESE PRODUCTS SEEM TO BE THE KEY FACTOR. MR. VINAI HAS EXPRESSED AN INTEREST TO BE THE KOLOR VIEW PRESS' AGENT AND DISTRIBUTOR AND WISHES TO DISCUSS FURTHER WITH THE U.S. SUPPLIER.

ASIA BOOKS CO., LTD. IS AN IMPORTER AND DISTRIBUTOR OF BOOKS, GREETING CARDS AND RECORDS. ITS ANNUAL TURNOVER IS REPORTED TO BE ABOUT $750,000.
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Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
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Concepts: n/a
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Decaption Note:
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Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01-Jan-1960 12:00:00 am
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D770160-0457
Format: TEL
From: BANGKOK
Handling Restrictions: n/a
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Legacy Key: link1977/newtext/t19770587/aaaacxcn.tel
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Original Handling Restrictions: n/a
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Previous Channel Indicators: n/a
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Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 28-Oct-2004 12:00:00 am
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 2621722
Secure: OPEN
Status: NATIVE
Subject: ADS REQUEST FOR KOLOR VIEW PRESS, LOS ANGELES, CA.
TAGS: BEXP, TH
To: COM
Type: TE
vdkvgwkey: odbc://SAS/SAS.dbo.SAS_Docs/29cc8a99-c288-dd11-92da-001cc4696bcc
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